

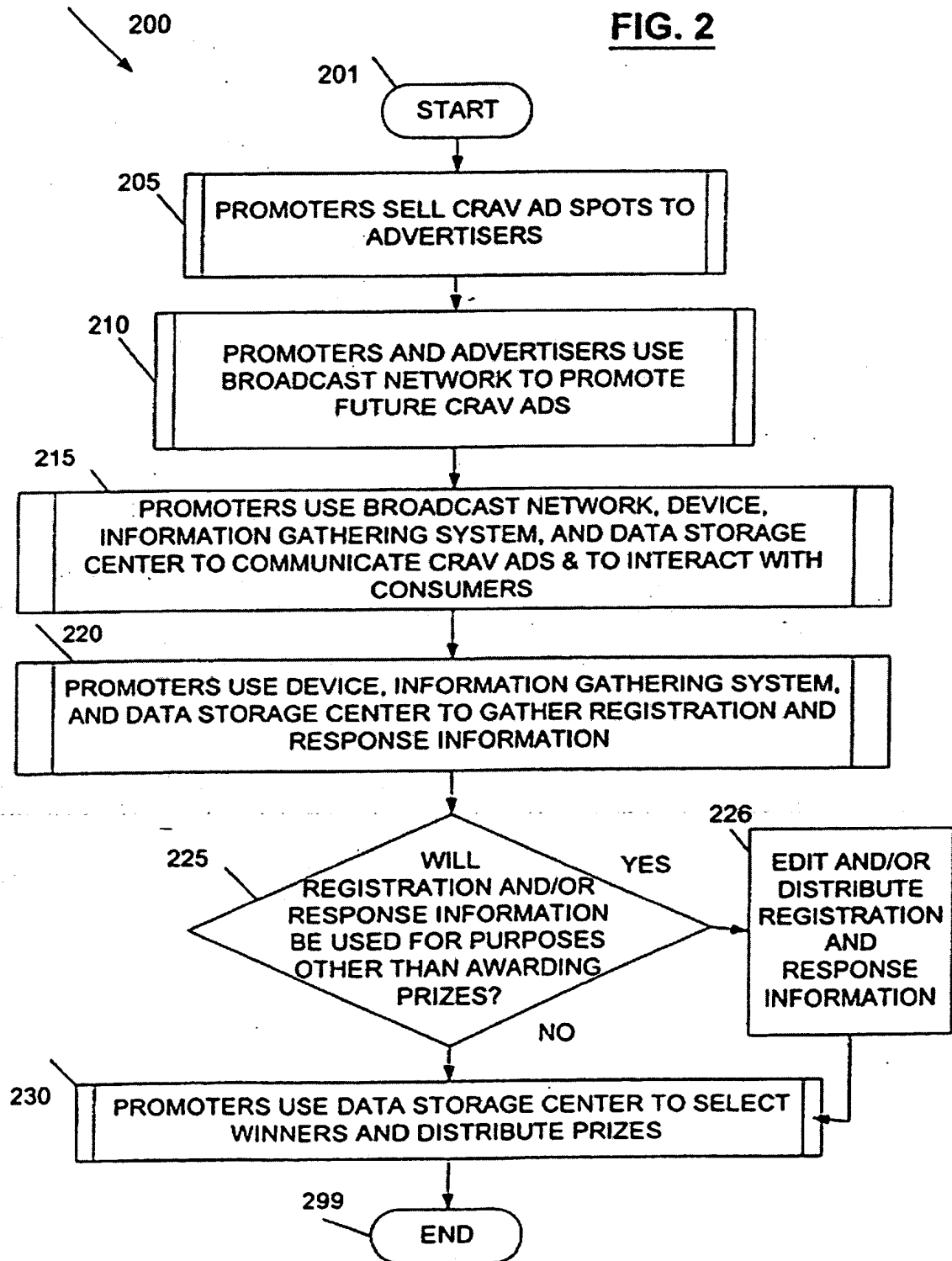
FIG. 2

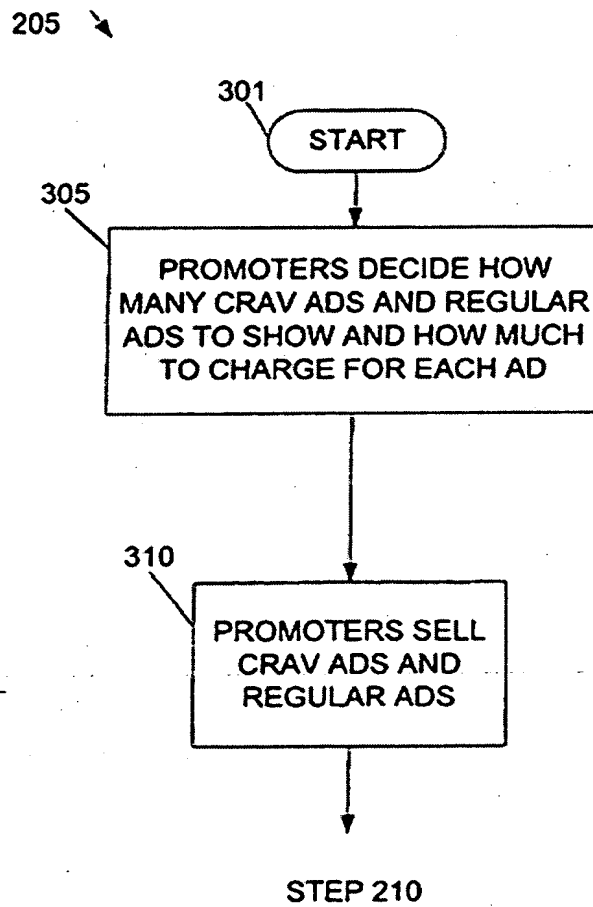
FIG. 3

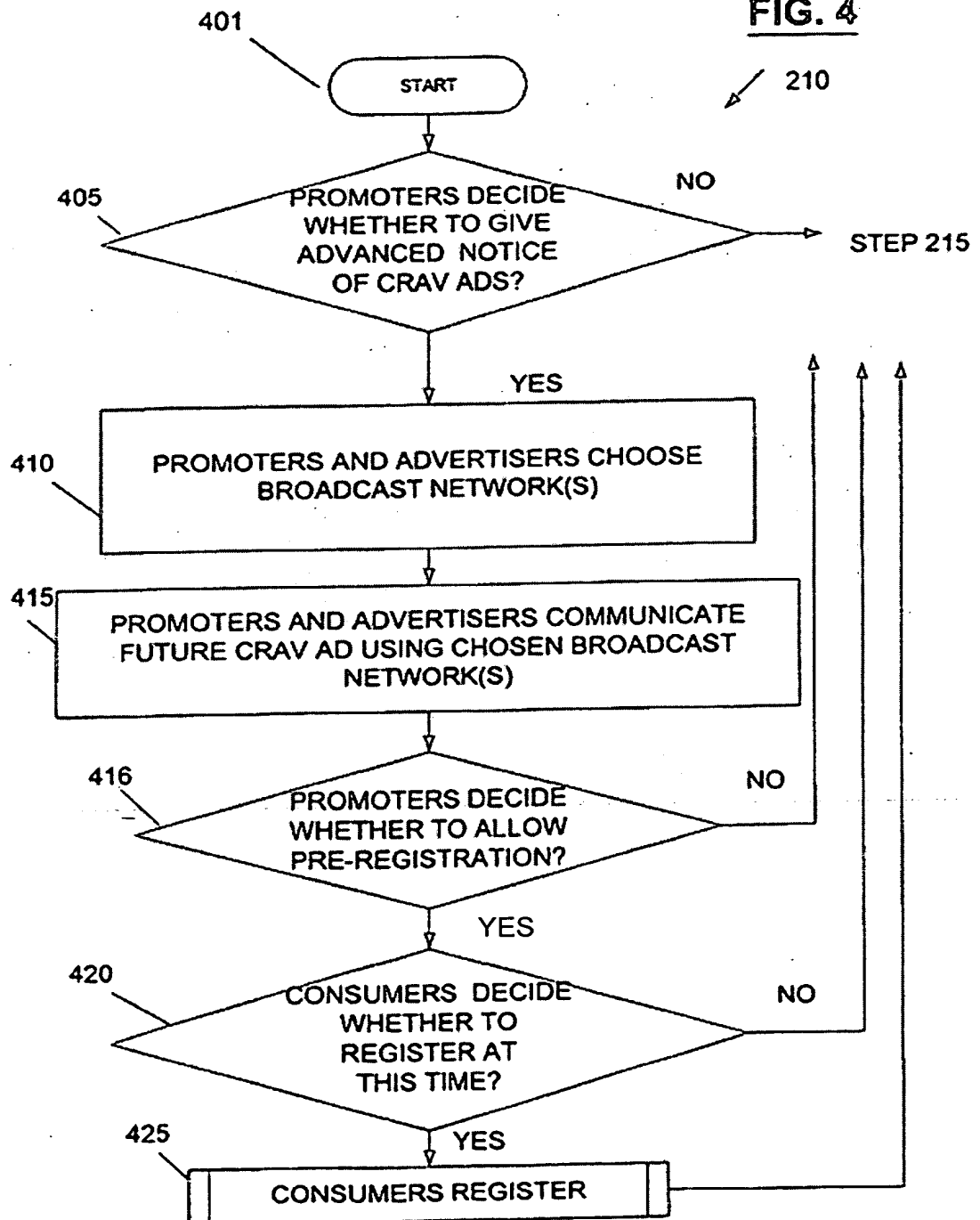
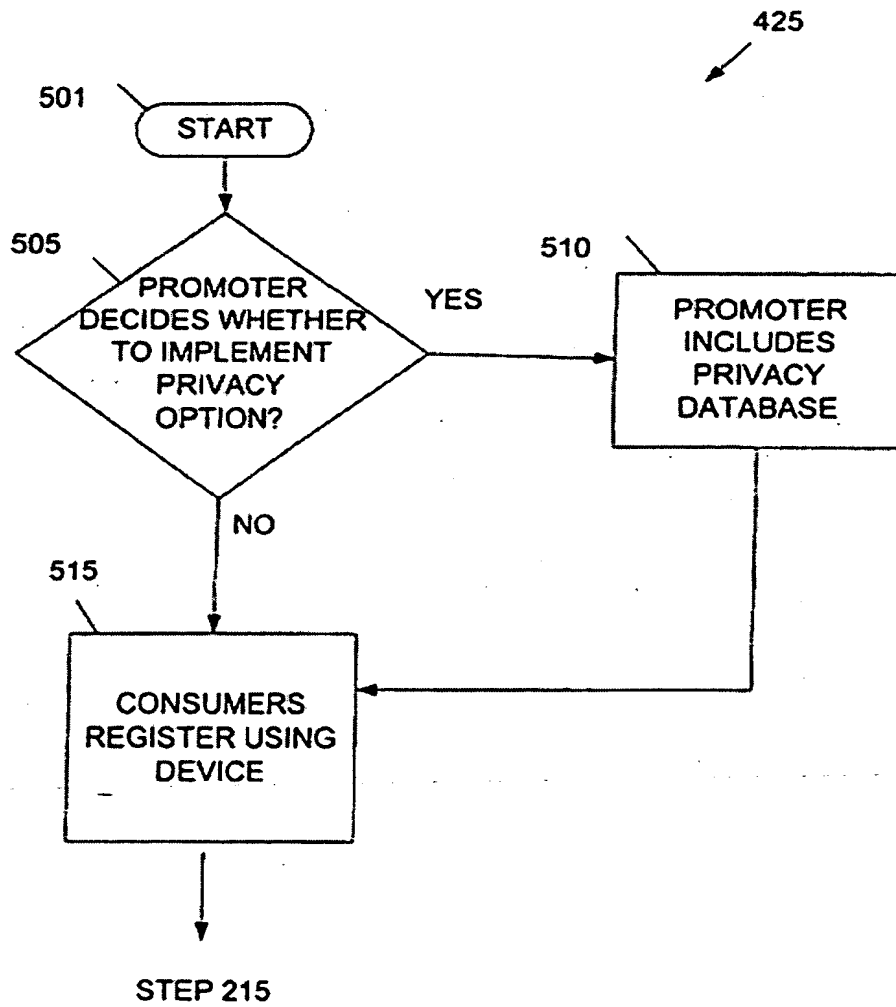
FIG. 4

FIG. 5

215

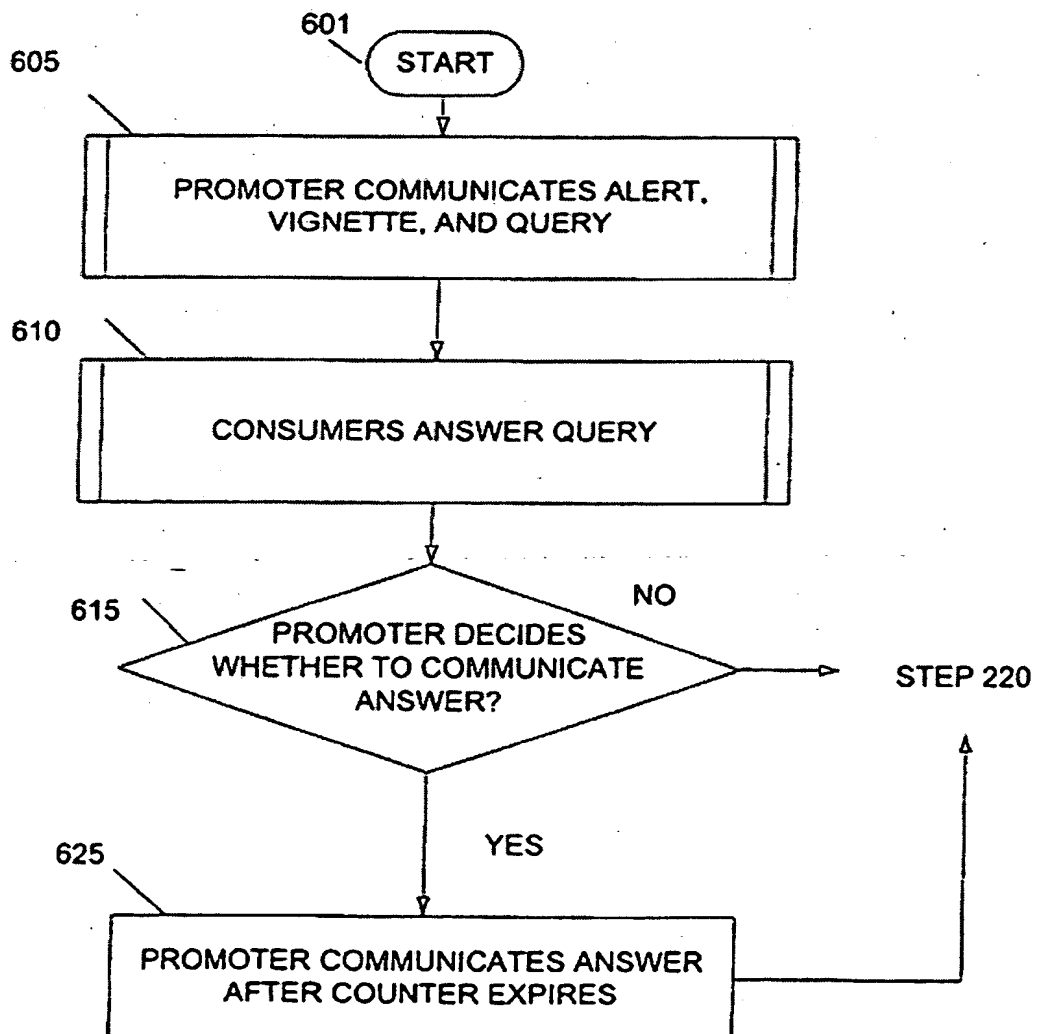
FIG. 6

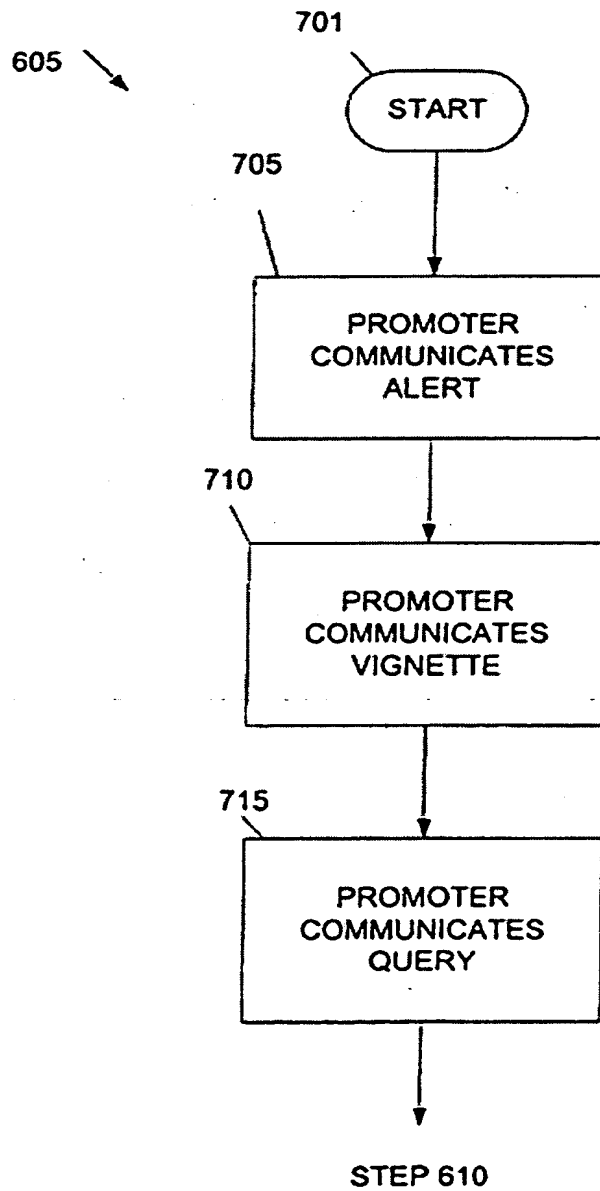
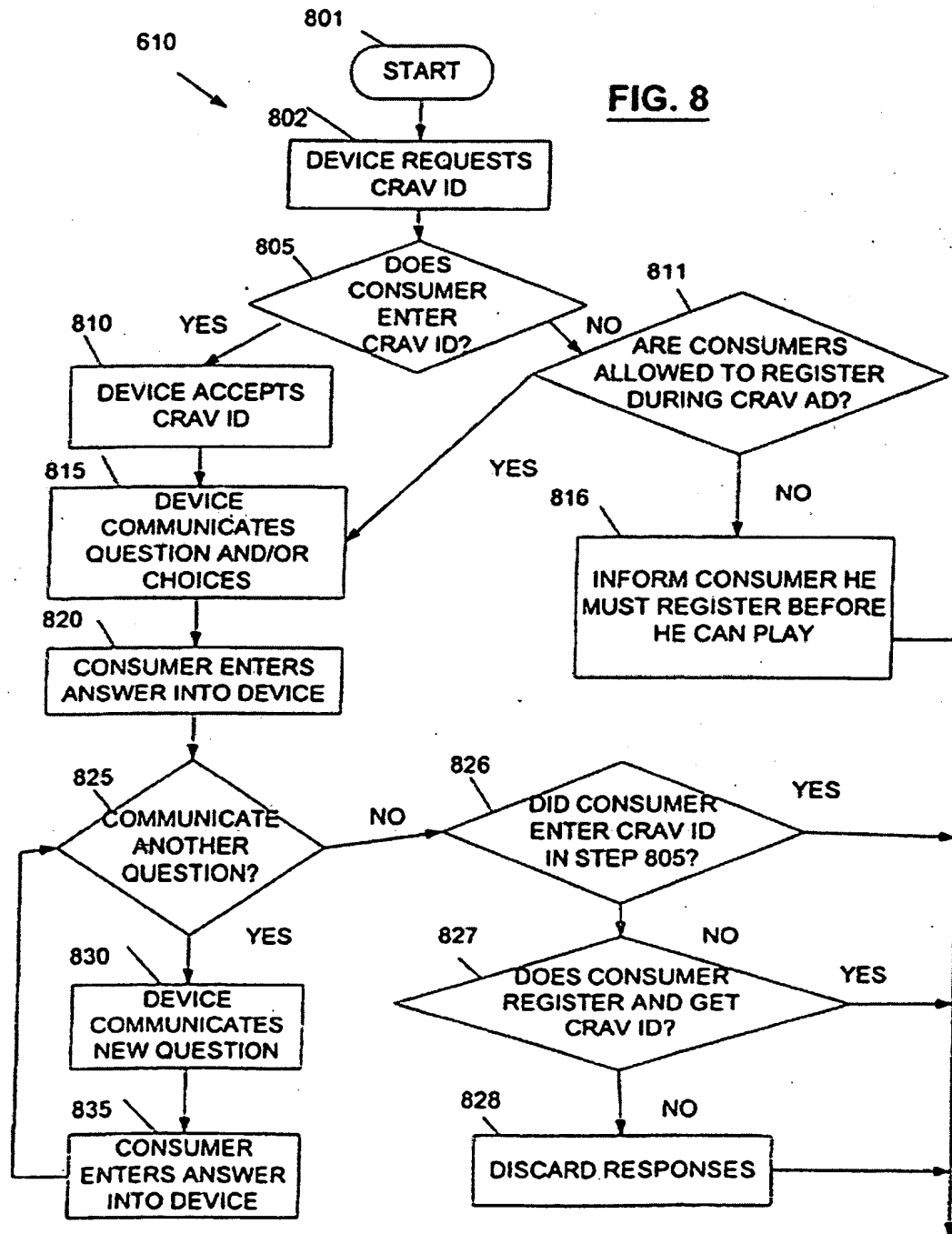
FIG. 7

FIG. 8



STEP 615

FIG. 9A

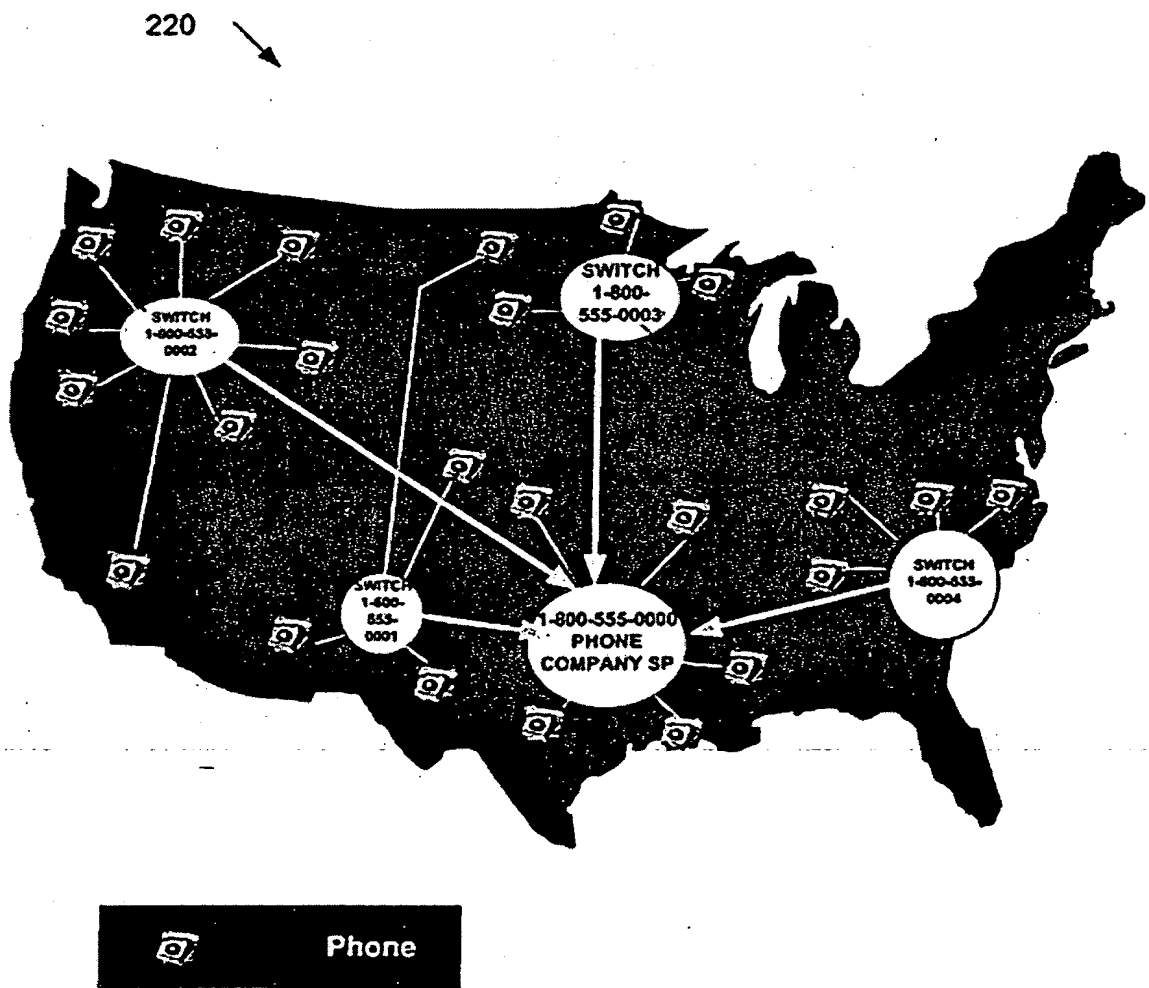


FIG. 9B

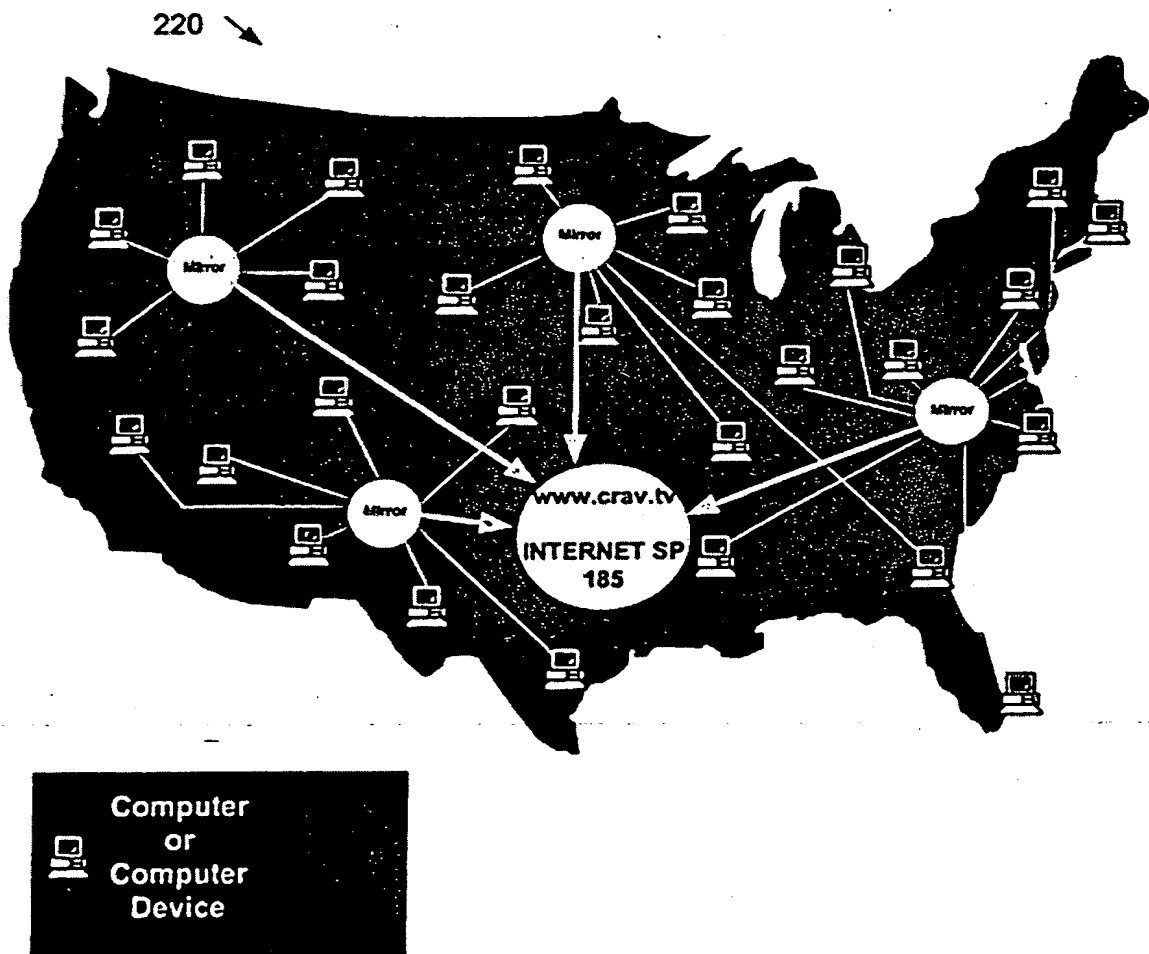


FIG. 10

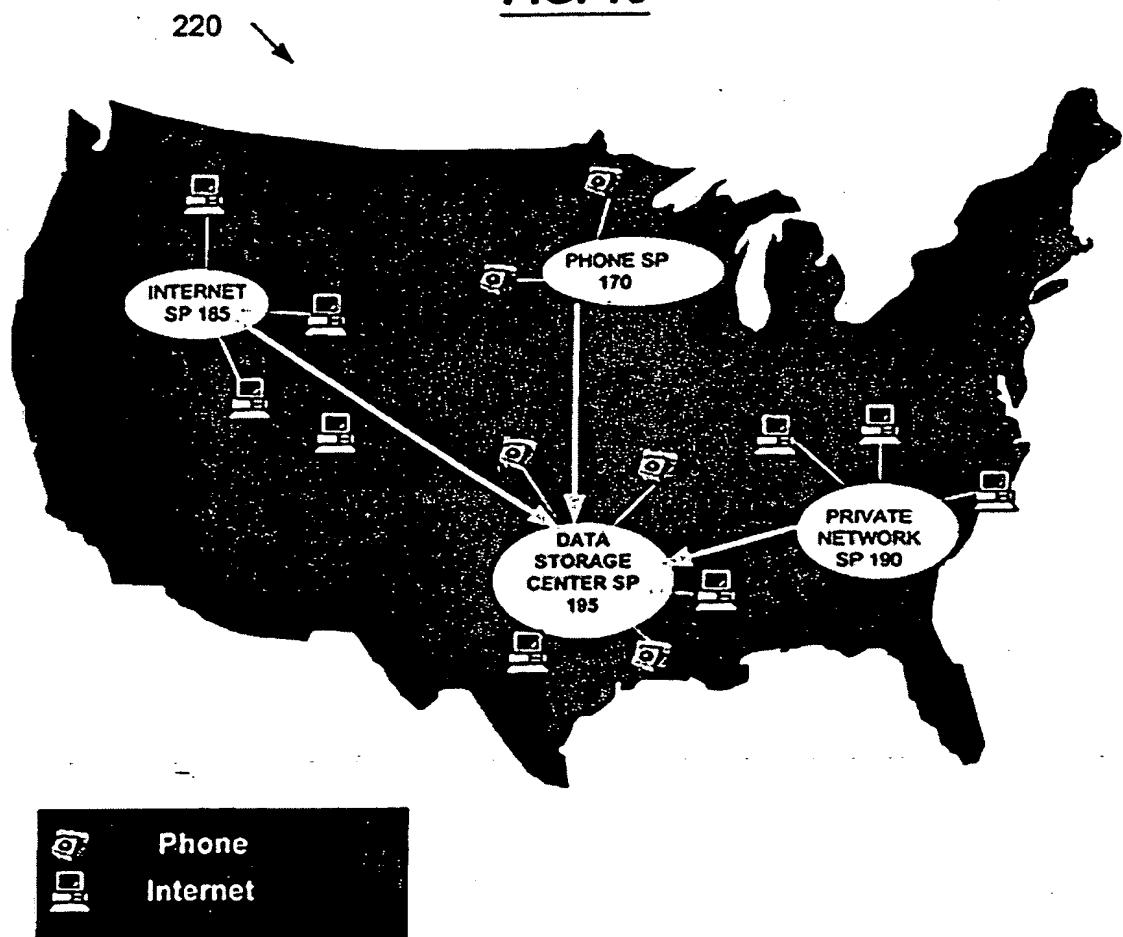


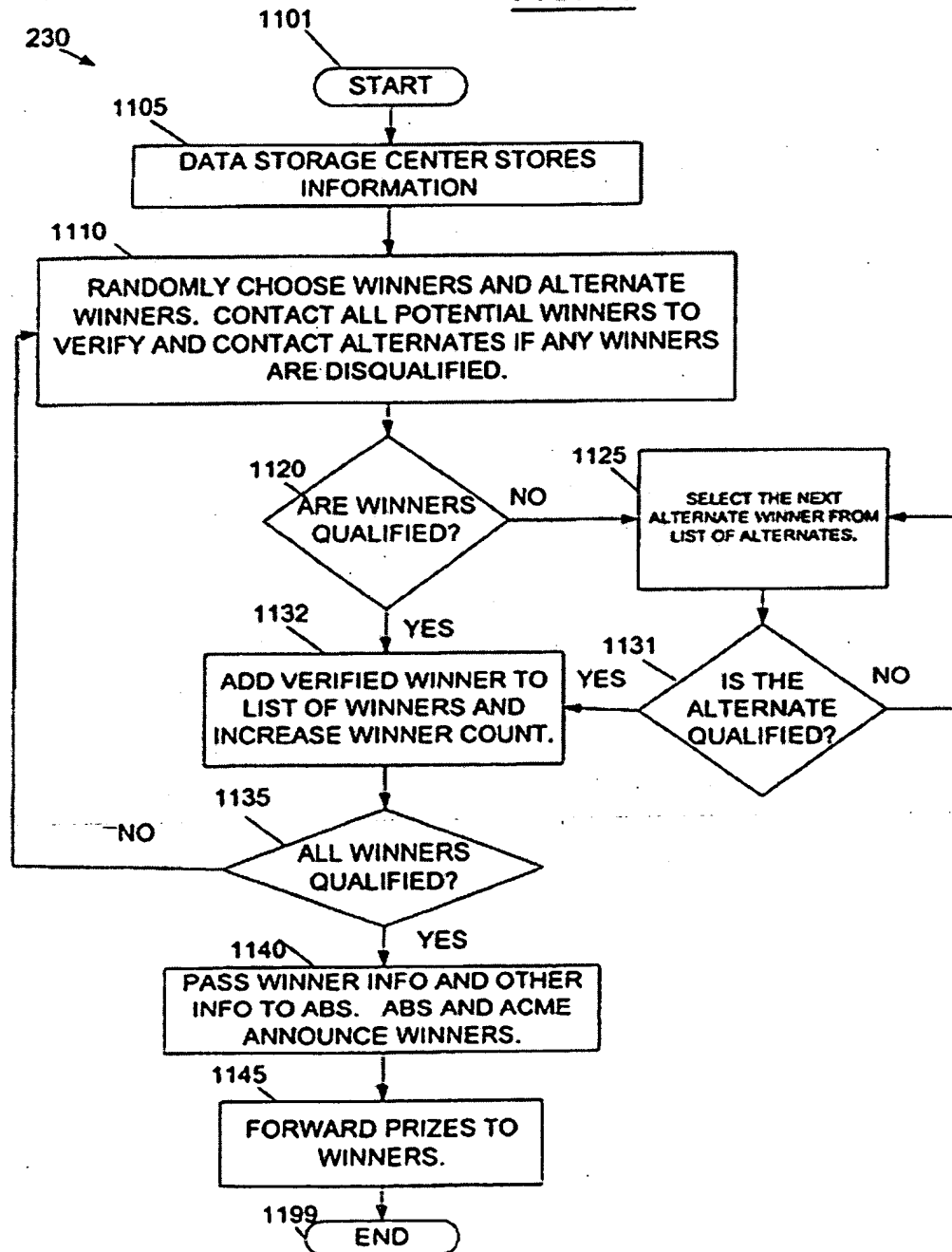
FIG. 11

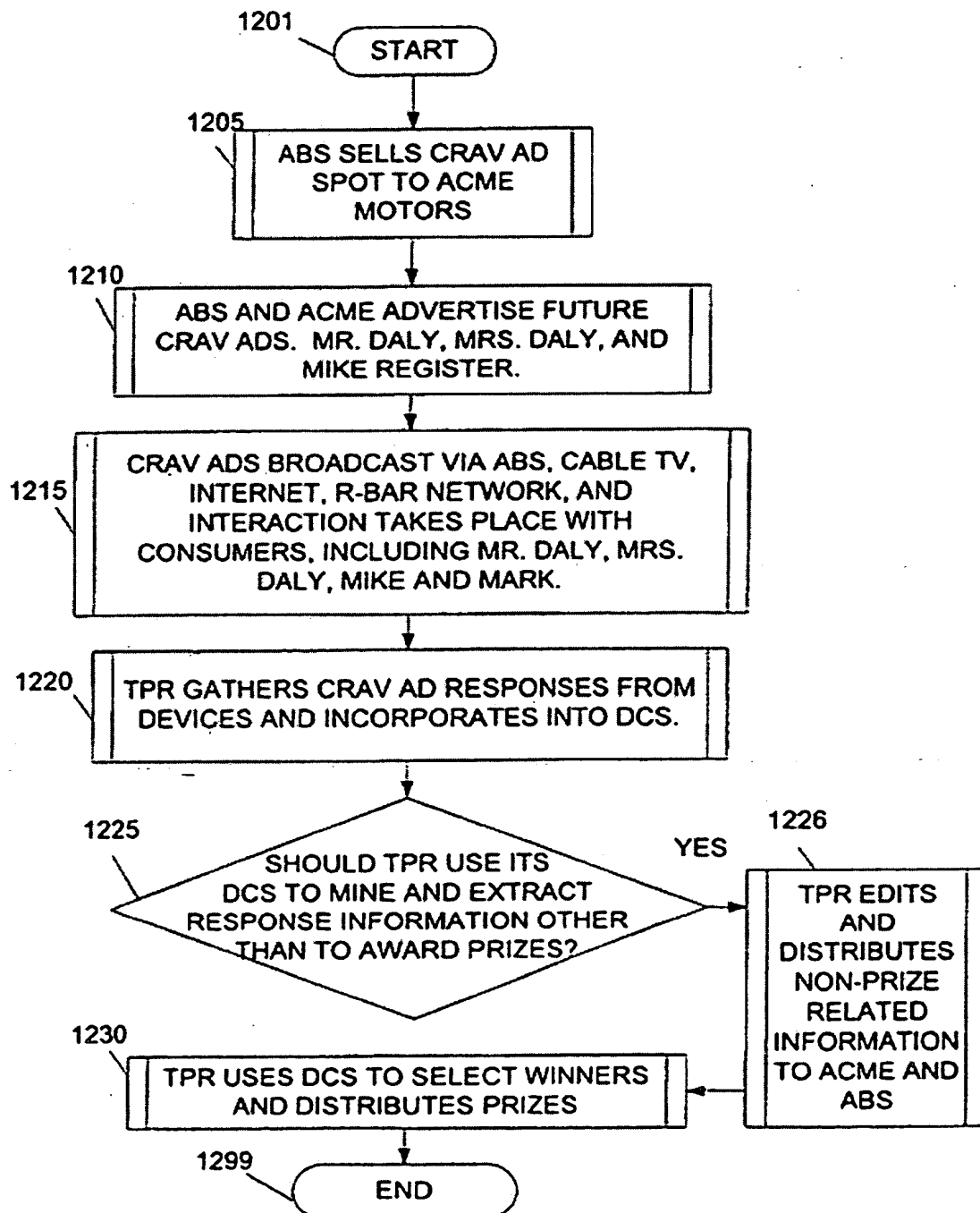
FIG. 12

FIG. 13

1205 ↘

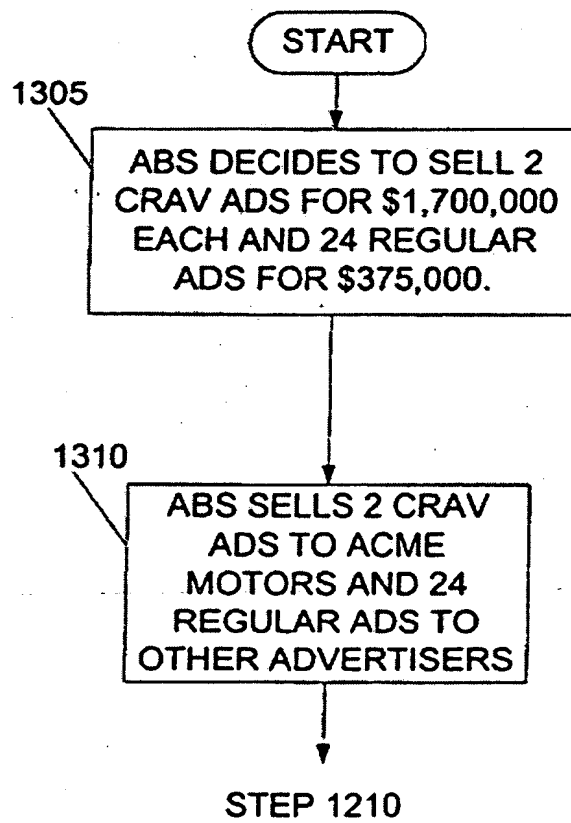


FIG. 14**CRAV Immersive Ad Bundle Program Worksheet**

SHOW:	Lawyers in Love
Time Slot:	8 pm EST/7 pm CST 8 pm MST/7pm PST
Length:	60 min.
Ad mins/show:	16
Avg. Audience:	7,000,000 viewers
Typical # Spots:	32 30 second spots/show
\$ / SPOT:	\$300,000
Cost/100- view:	\$42.88 per 30 seconds
Revenues/show:	\$9,600,000
Expenses/show:	\$8,000,000
Avg. profit/show:	\$1,600,000

SUBSTITUTION ANALYSIS:

CRAV Bundles:	2	\$1,700,000 per spot
Time per bundle:	2 minutes =	\$2,400,000 replacement and fees
Reward % of fee:	29.41%	\$3,400,000 after Immersion Rewards
CRAV data cost:	15.00% of fees, or	\$ 510,000 for all CRAV ads
CRAV promotion:	\$400,000 additional promotion dollars	

Est. increase: 30% larger audience
Est. new audience: 9,100,000

Remaining ads: 24
Ad fee increase: 25.00%
New \$ / ad: \$375,000
New Cost / 1000: \$41.21 per: 30 seconds

Ad Revenues: \$9,000,000
CRAV Revenues: \$3,400,000
Immers. Rewards: -\$1,000,000

CRAV Promo: -\$400,000
CRAV Data: -\$510,000
Expenses/show: -\$8,000,000

Est. profit/show: \$2,490,000
Profit Increase: \$ 890,000 vs. non-CRAV ads
Profit Increase: 55.63% vs. non-CRAV ads

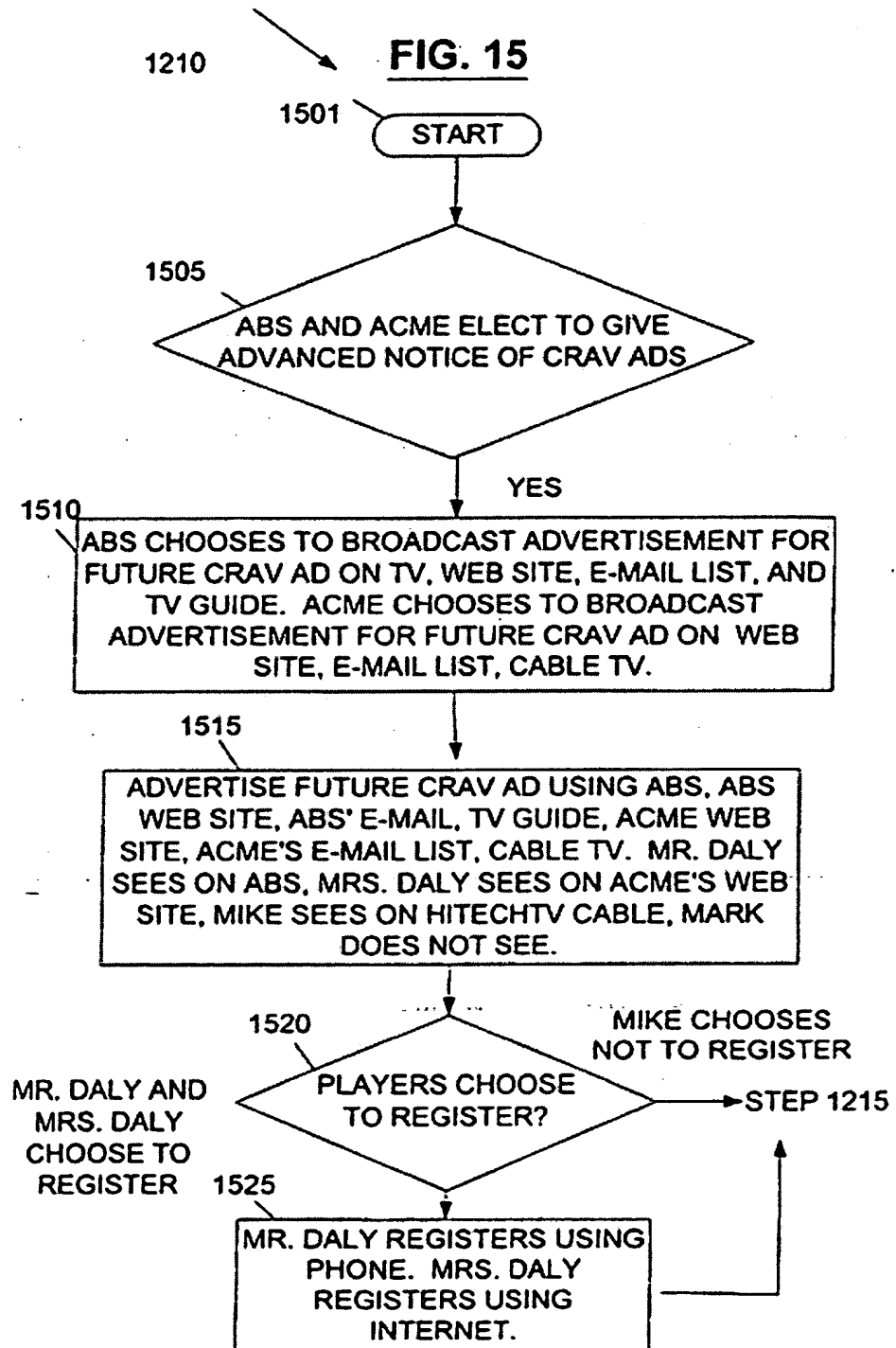


FIG. 16**IDENTIFICATION INFORMATION**

NAME: Mark Daly	PIN: 1234	
SS#: 238-33-5212	Birthday: 07/05/82	
PHONE: 727-541-1100	E-mail: mdaly@worldwide.net	
	Address: 5623 Bayou Court, Largo, FL	
	Wins: 17-Aug-00	NBS2103

DEMOGRAPHIC INFORMATION**LEVEL I**

Sex: M	Race: W	Ann. Earn: 75K
Zip Code: 33771	Weight: 185	Education: 14
# Child: 2	Height: 5' 10"	Political: D
Marital: D	Occupation: Construction	Religious: SB

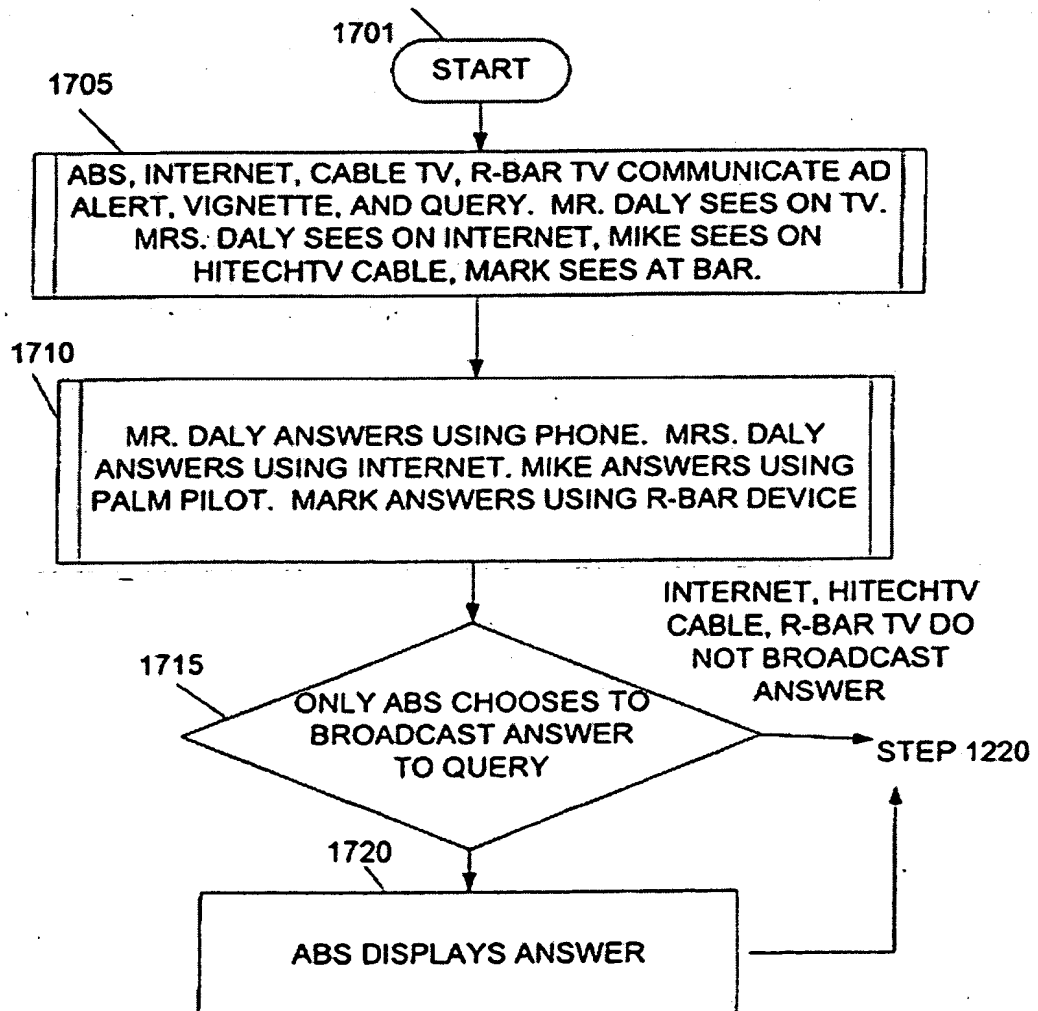
LEVEL II

Date add	Info		
21-Jul-00	ABS0833	Number of Computers:	2
		Number of vehicles:	1
17-Sep-00	ABS0734	Favorite network:	ABS

HISTORICAL RESPONSE INFORMATION

Date	Spot Code	Resp. A	Resp. B	Resp. C	Resp. D	Resp. E	Resp. F	Resp. G
21-Jul-00	ABS0712	1	4	2	2	3		
21-Jul-00	ABS0734	4	3	3	4	2	2	
21-Jul-00	ABS0812	1	3	5	3	1		
21-Jul-00	ABS0833	4	5	5	2	4	3	
28-Jul-00	NBS2103	5	2	1				
28-Jul-00	NBS2122	2	3	4				
04-Aug-00	MSN1820	4	3	3	2	4	4	1
11-Aug-00	ABS0712	1	3	2				
11-Aug-00	ABS0734	1	1	1	2	2		
11-Aug-00	ABS0812	3	2	4	2	2		
11-Aug-00	ABS0833	2	4	3	4	3	1	1
11-Aug-00	ABS0845	4	3	2	3	2		
18-Aug-00	NBS2103	2	4	3	2	3		
18-Aug-00	NBS2122	1		2				
17-Sep-00	ABS0712	1	4	1	3	2	1	
17-Sep-00	ABS0734	3	2	1	2			
17-Sep-00	ABS0812	2	1	1	1	3		
17-Sep-00	ABS0833	3	3	1		1		
23-Oct-00	MSN1820	3	3	1		1		

1215

FIG. 17

1705 ↘

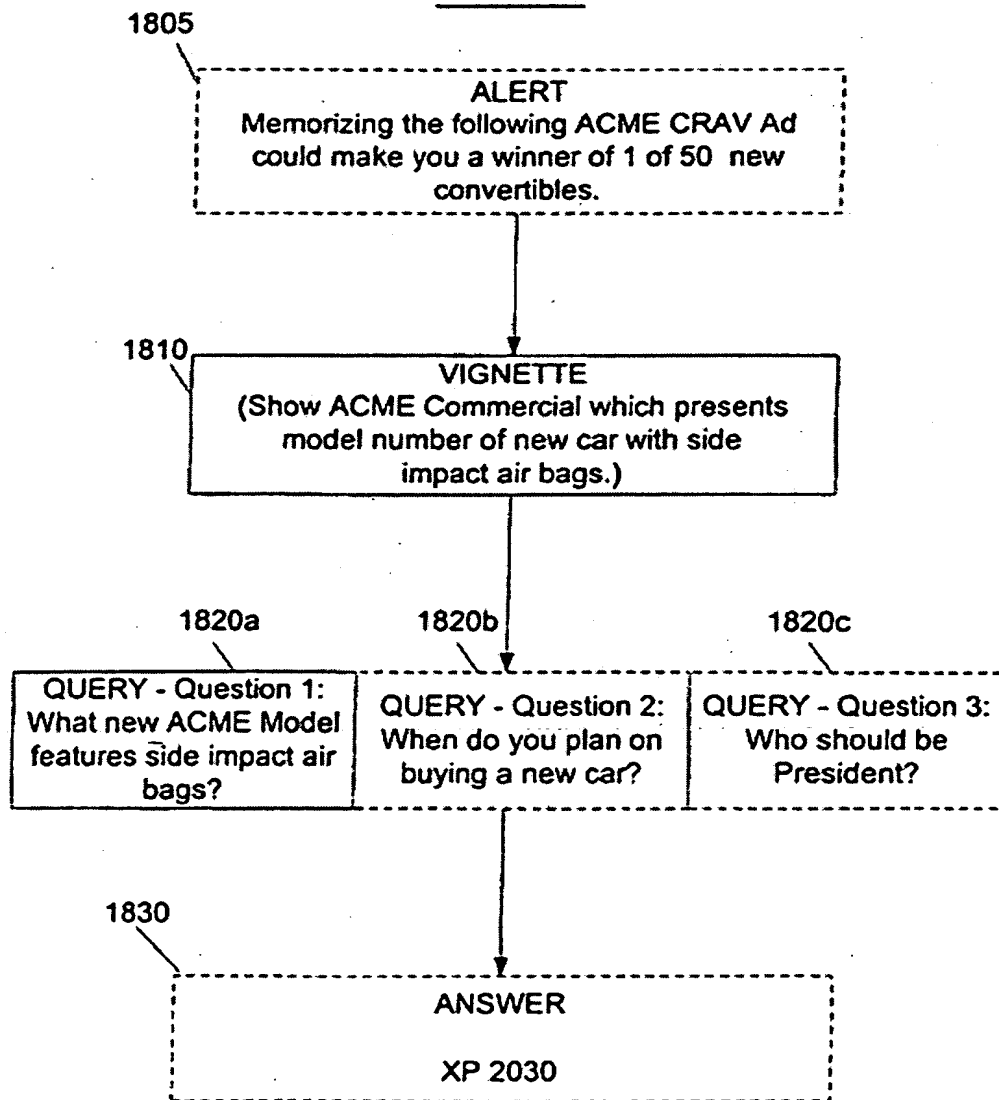
FIG. 18

FIG. 19

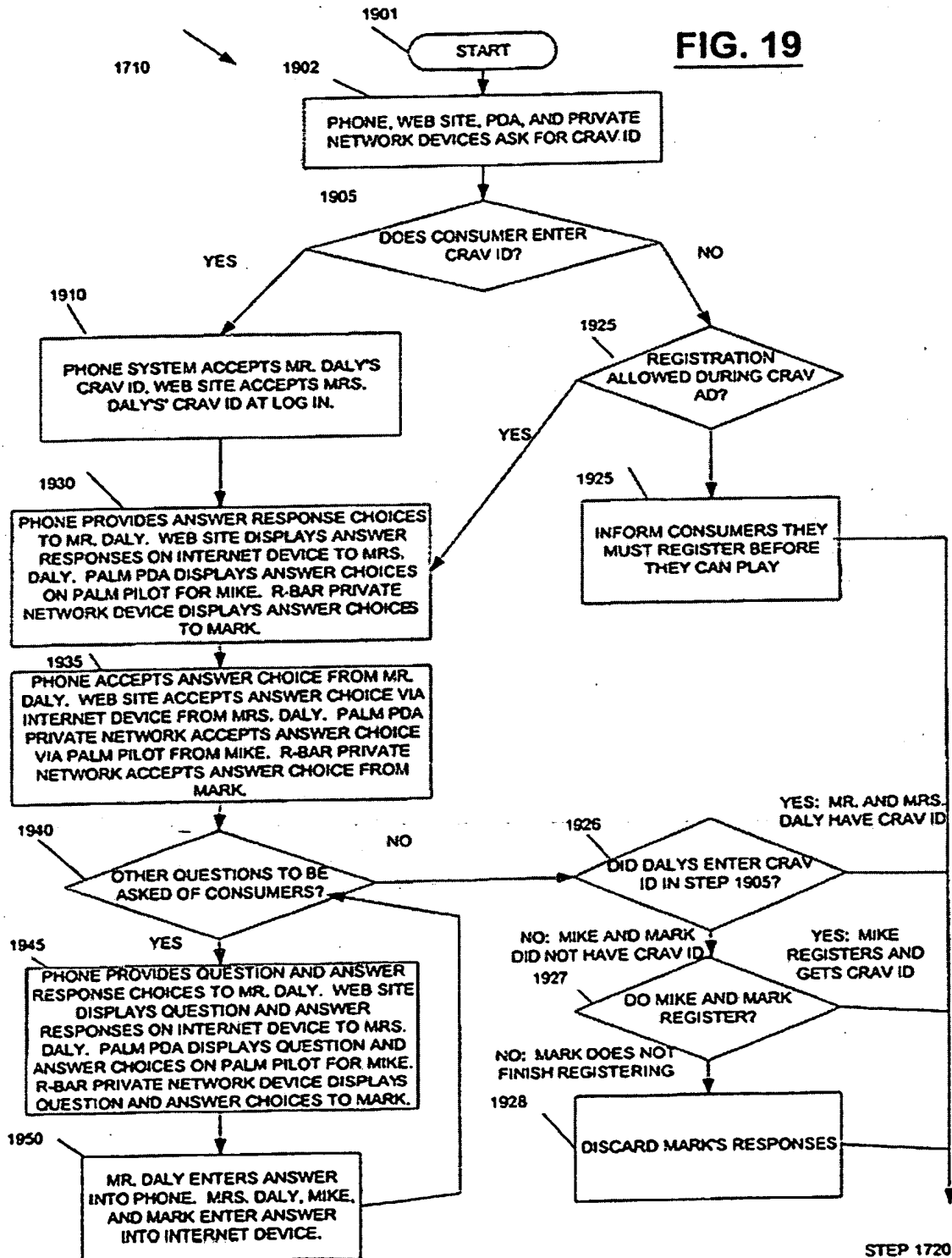
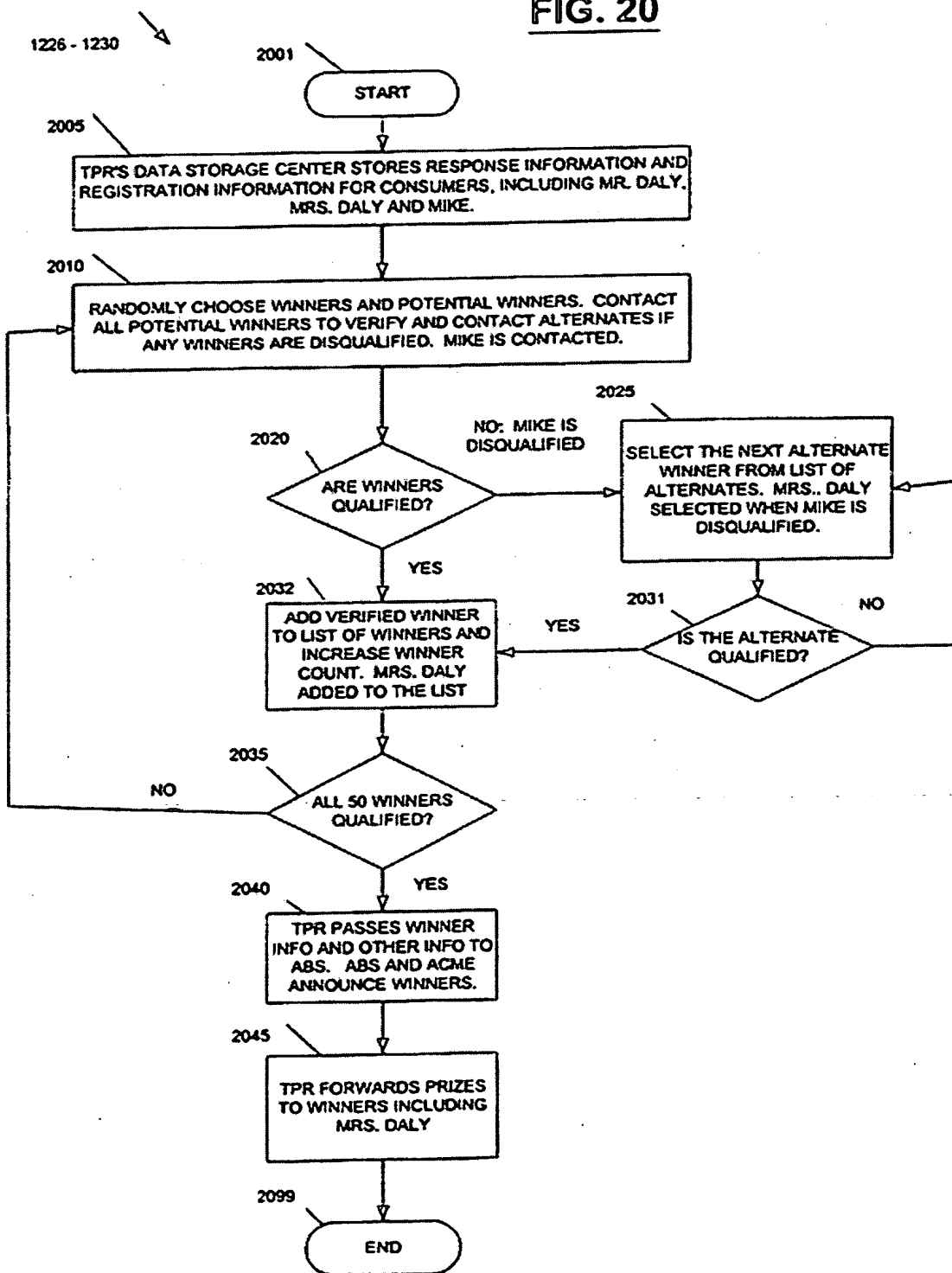


FIG. 20

2100

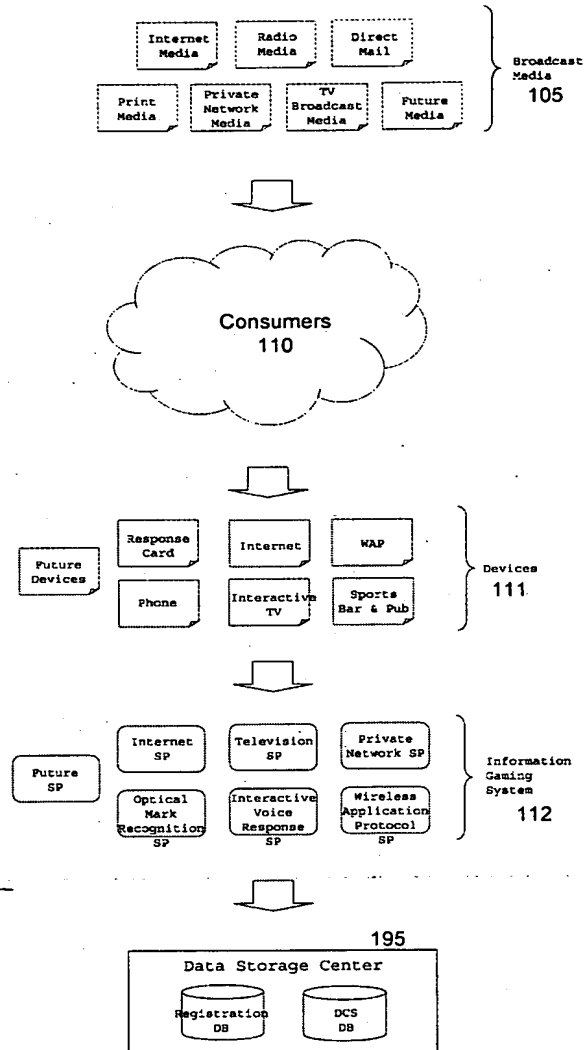
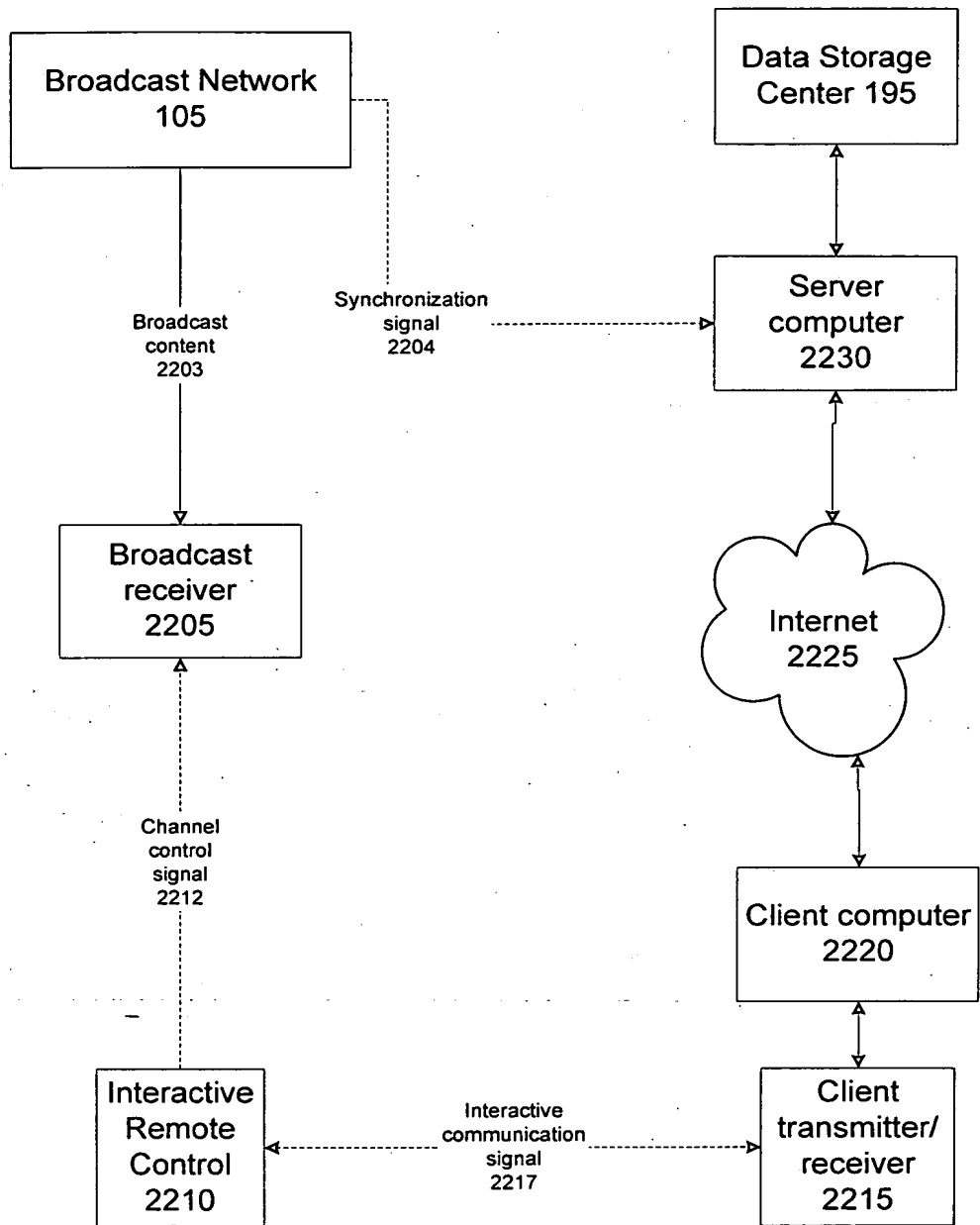
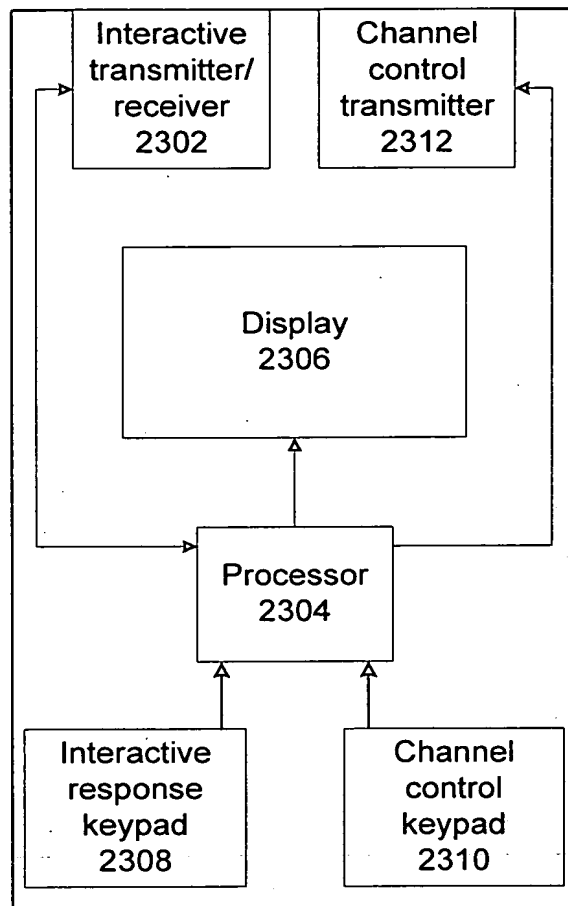


Fig. 21

2200Fig. 22

2210Fig. 23

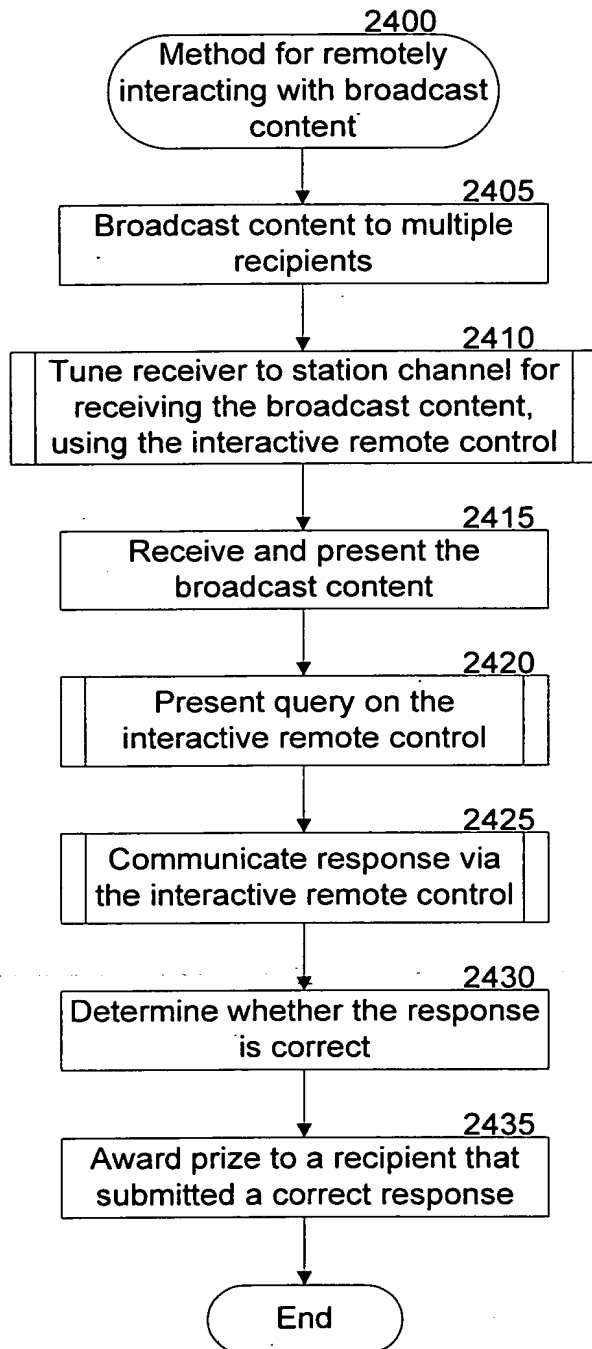


Fig. 24

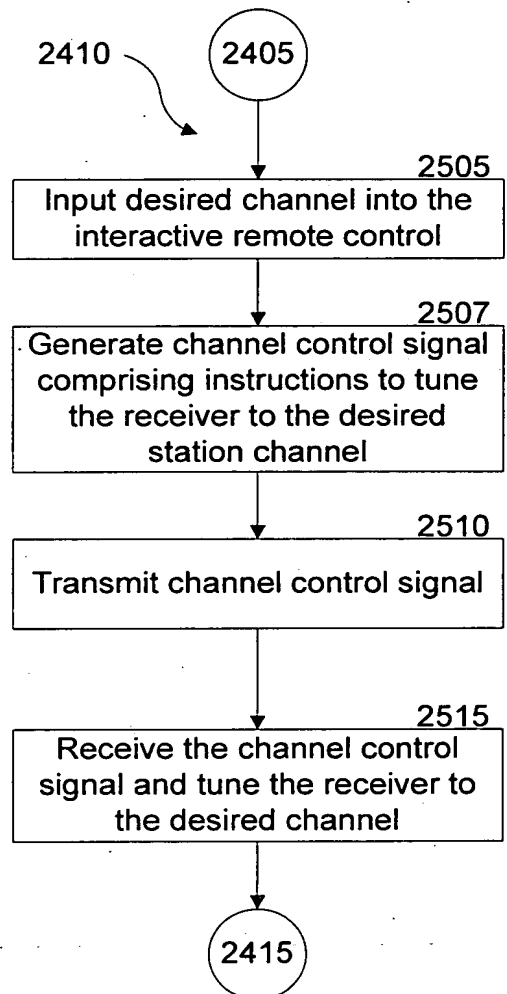


Fig. 25

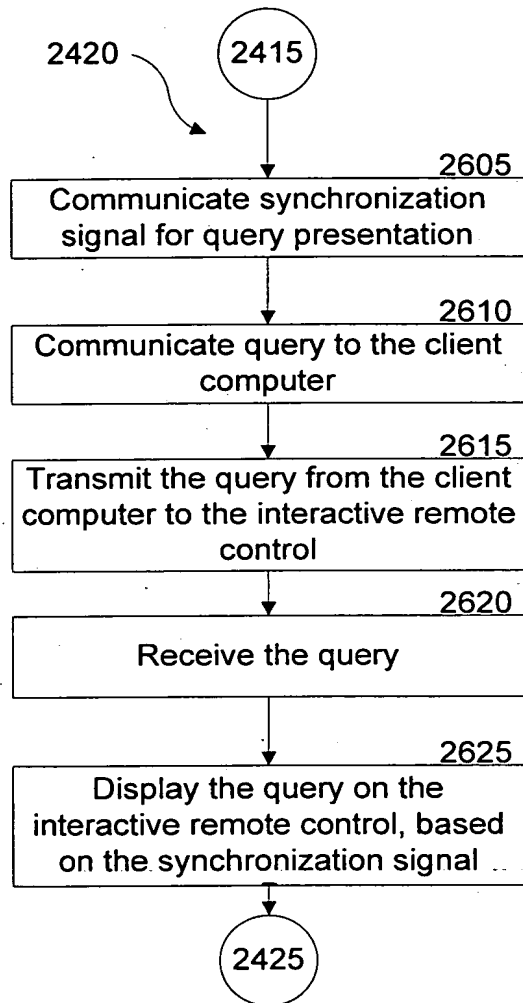


Fig. 26

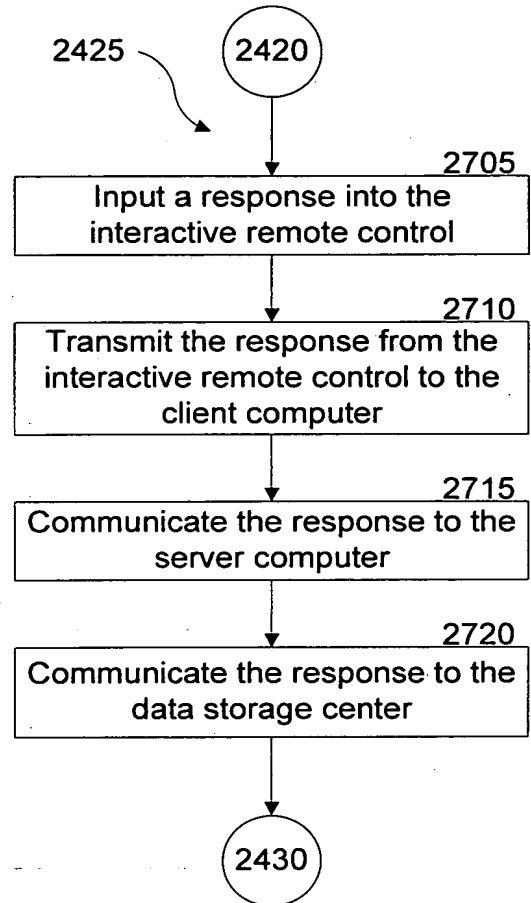


Fig. 27

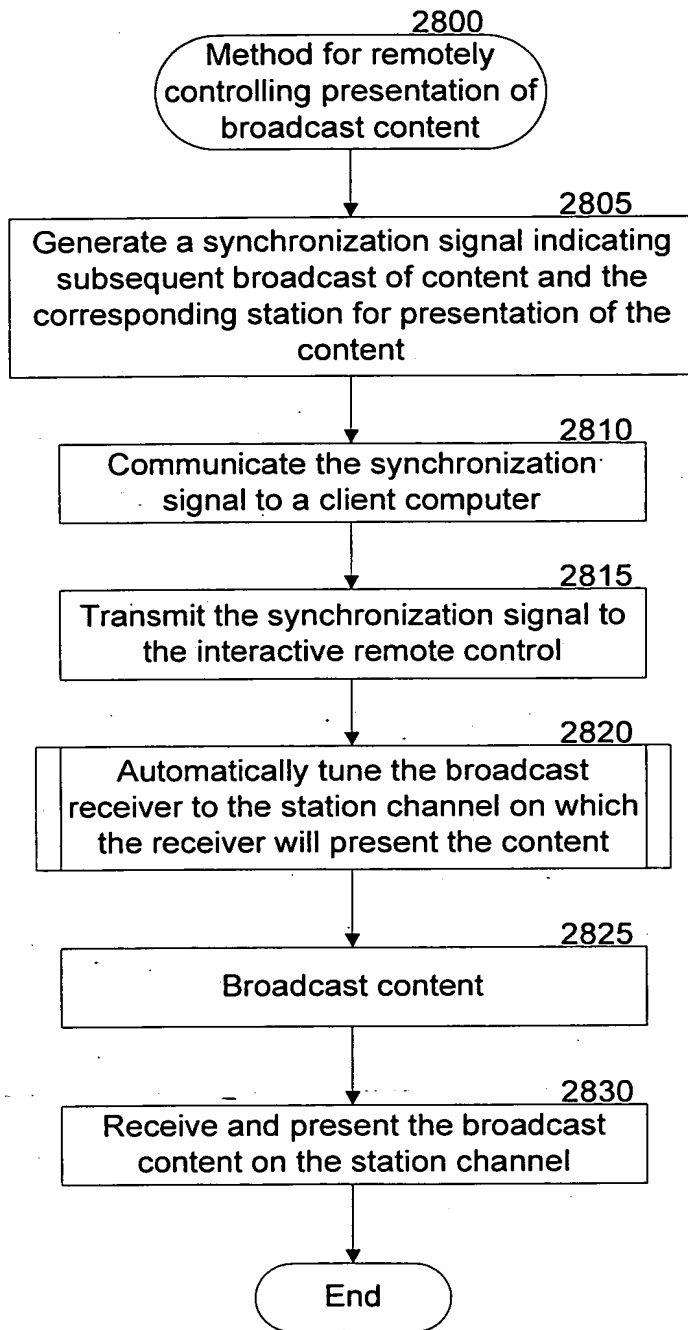
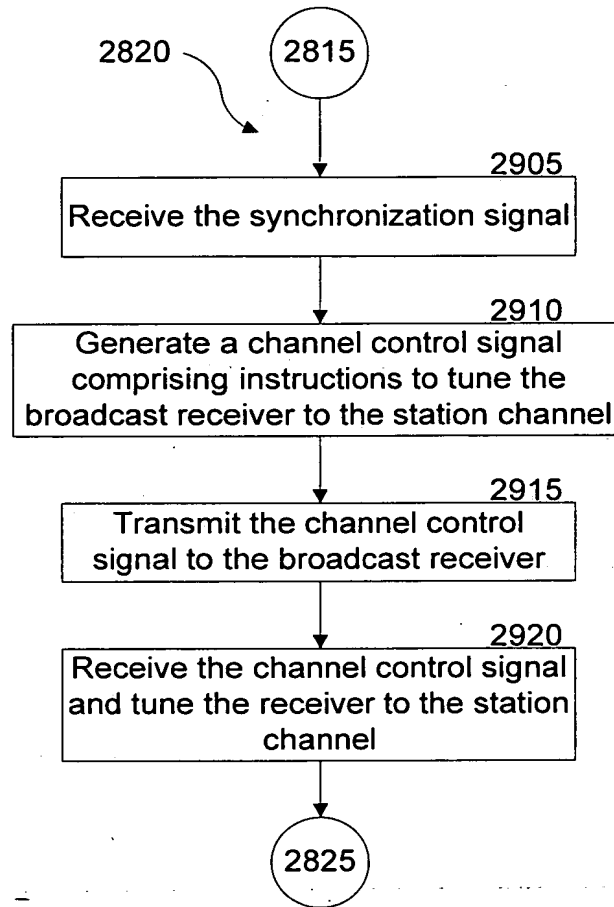
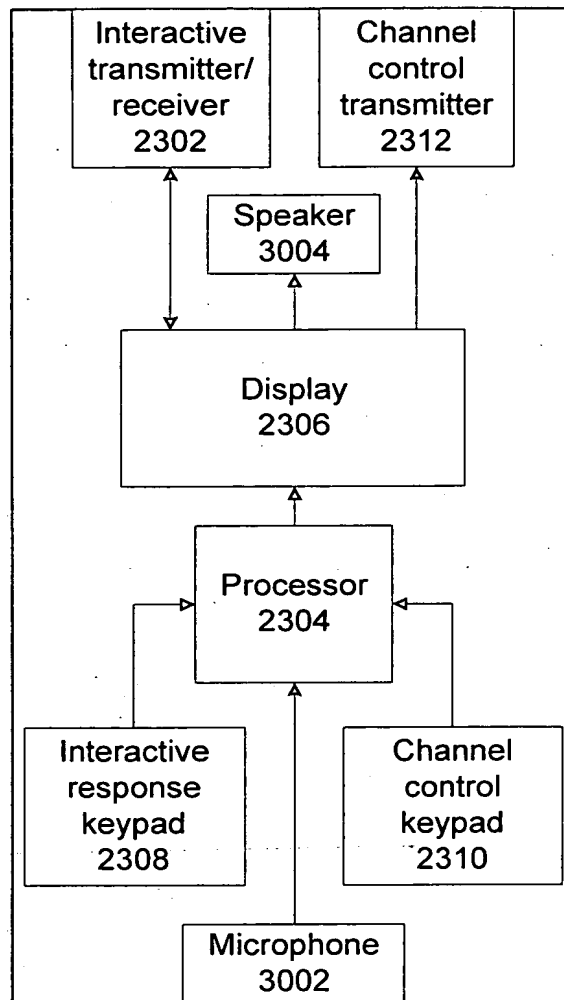


Fig. 28

Fig. 29

3000Fig. 30

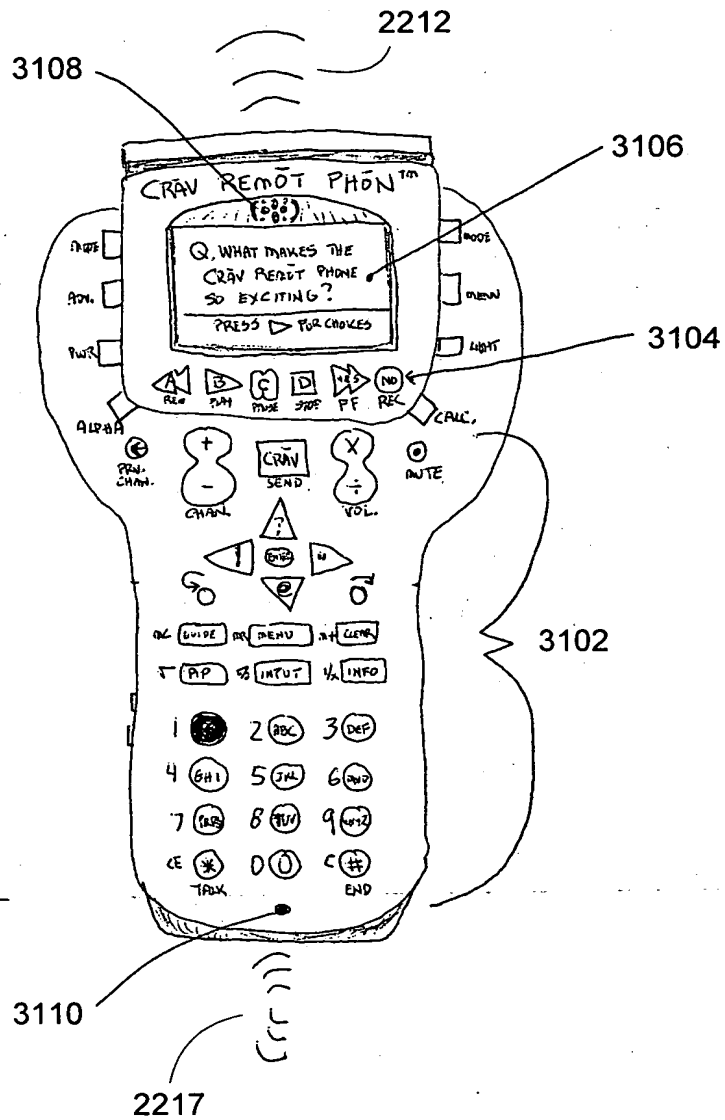
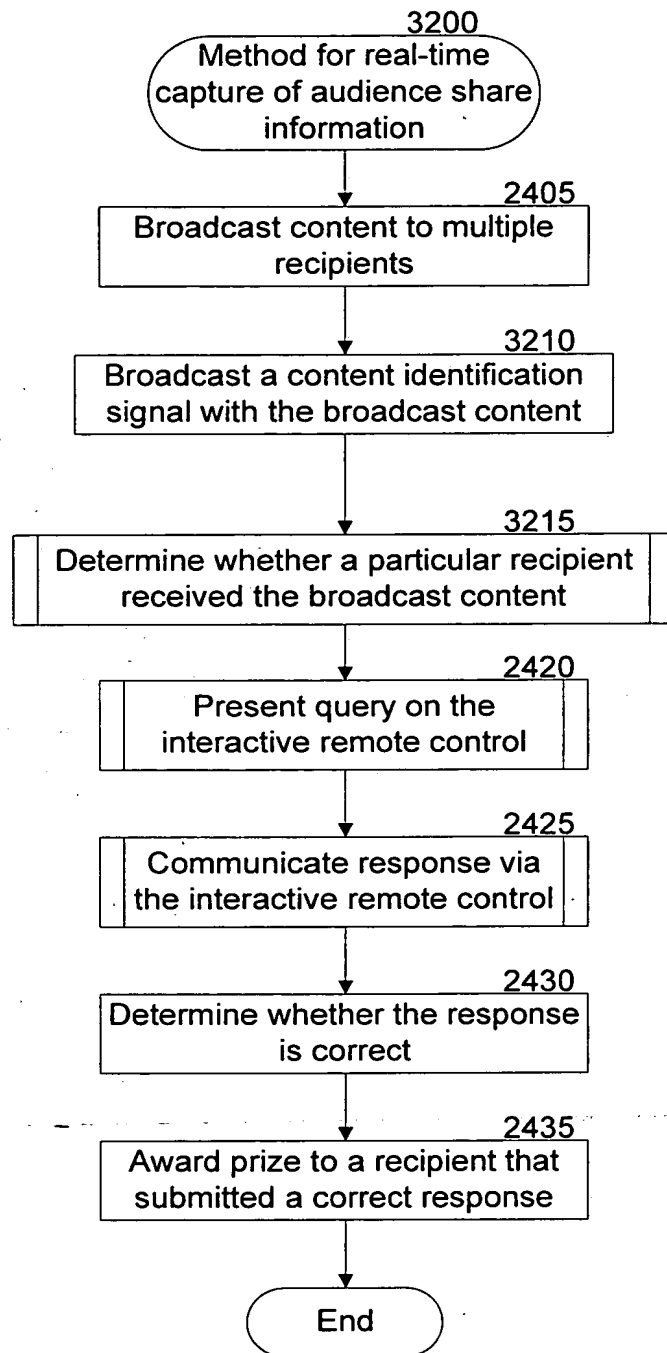


Fig. 31

Fig. 32

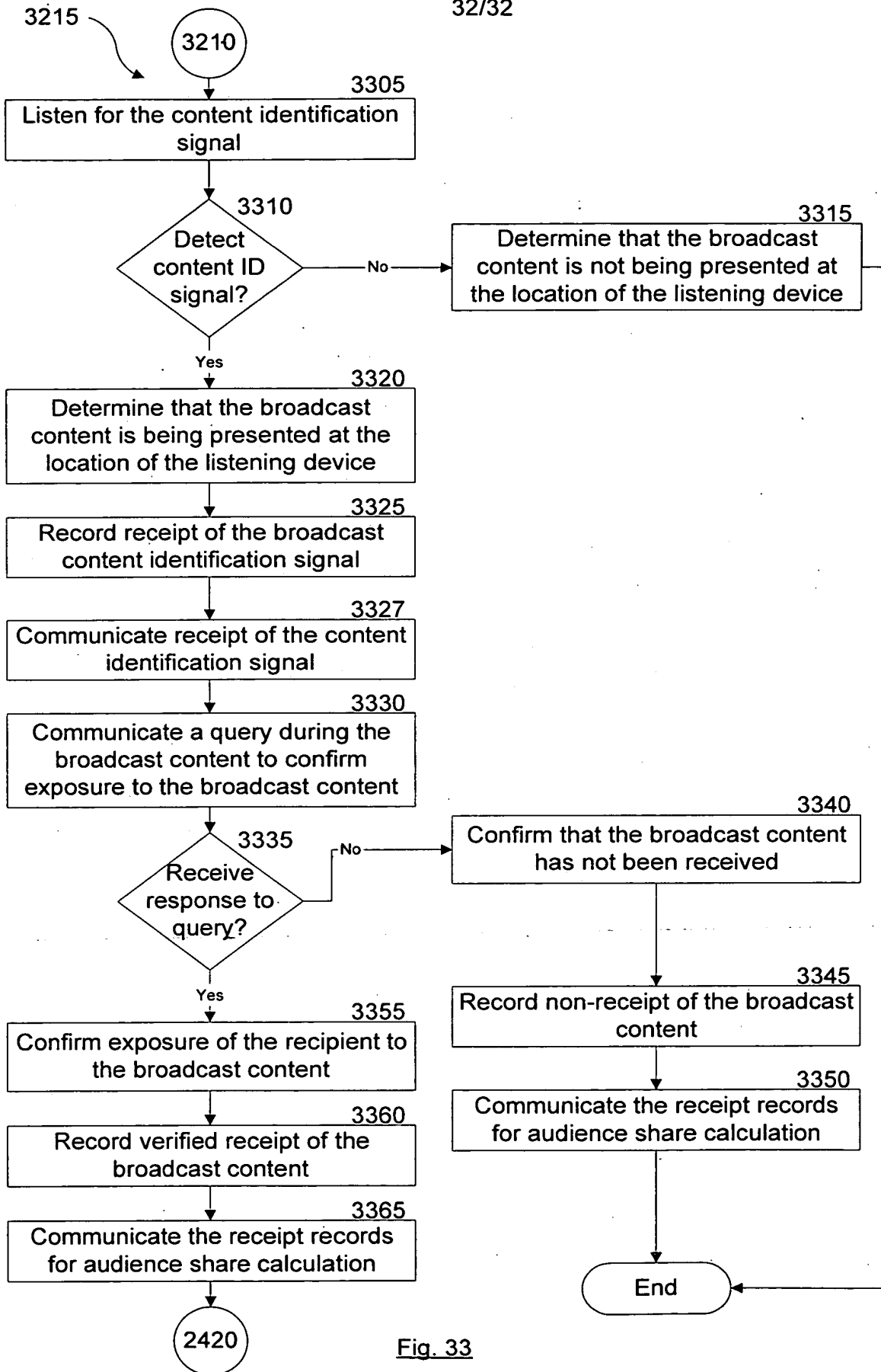


Fig. 33